

The future “STEM”s from you!

VanPhuong Nguyen

2496J

Arnold O. Beckman High School - Irvine, California

VRC High School - Poster Design Challenge 2022-23

The “Poster Design Challenge” Process

The idea!

With the purpose of the “Poster Design Challenge” to “inspire students, mentors, and supporters to get involved with the VEX Robotics competition”, I wanted to create a design that was both **creative, eye-catching**, and clear in its intentions to **encourage involvement in VEX**. To do so, I took inspiration from my experiences at the 2021-22 VEX Worlds Championships and overall robotics season. With the belief that every one of us partaking in VRC are part of the next generation of STEM leaders since **VRC itself involves all aspects of STEM**, I created the catchphrase of “**The future ‘STEM’s from you!**”.

Developing a poster theme and layout!

Because my poster encourages involvement in VRC, I decided to use the **color palette of this year’s 2022-23 Spin Up** game (red, blue, and yellow). Using the software of **Adobe Illustrator**, I created all of the graphics seen (other than the official VEX logo, which was obtained from online brand guides, and the QR code, which was generated for free online). The **box graphics** were created to cleanly and clearly divide the main text from the photo in the background. On the other hand, the complex **hexagon design** was created for both decoration and to represent the challenges of the design process a VEX team must overcome throughout the season. The background includes my own **photo of the 2021-22 VEX Worlds Championships Closing Ceremony**; although subtle, it provides a small snippet of the competition environment filled with teams passionate about VRC to intrigue the viewer.

And finally... the informational content!

Besides the VEX logo, I decided to split my informational content into three sections for clarity. The first section - inspired by the different roles of my team members and myself - briefly lists **different opportunities** that one may be presented with through VEX involvement (e.g. building and documenting) so the viewer can see if they are interested in any. The second section is the **catchphrase** mentioned previously. The third section includes **encouragement to join** and offers a **link to the VEX Robotics website** so those interested can find out more information.